



 **CLICKCONSULT**

PERSONALISING SEARCH MARKETING

Adapting to Survive in a
New Consumer Environment

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READY FOR WHAT'S NEXT?

Keeping up with changes in the industry is not enough - agencies should be leading the way. Click Consult is making plans for a brighter, more ethical future for search marketing.

Welcome to Click Consult's annual search supplement, created by our team of experts to bring you up-to-date with the latest developments in the world of search marketing.

As always, the brands that rank highly in search engine results are those providing potential customers with good quality, original, actionable information which answers their queries. It's common knowledge that Google rewards those who provide a great customer experience and who regularly publish high quality, customer-focused content.

But over the last year we've been seeing more and more evidence that Google is increasingly focusing on general site quality rather than any individual ranking factor. It's become more sophisticated in its ability to recognise and reward overall great UX, which means brands need to mirror this approach by viewing their search strategy holistically.

Search marketing tactics that are separate from overall marketing strategy are no longer enough for a brand to remain visible and competitive. Digital and traditional marketing have become truly integrated and the role of the search agency has changed to help create seamless

end-to-end campaigns and holistic customer experiences.

At Click Consult, we've risen to this challenge by restructuring some of our internal teams and recruiting key talent with the skills and experience to develop end-to-end campaigns that combine technical, creative and social factors and place user experience at their heart. In fact, we've made 18 hires in the past twelve months, taking our team size up to 60 search marketing specialists.

In addition, the development and launch of our in-house TRAX™ technologies have further improved our business offering for clients. These unique tools were designed and built to future-proof our creative, strategic, technical and measurable approach to tackling the ever-shifting sands of search marketing.

We also hosted our second annual Benchmark Conference in Manchester this July, attracting over 200 delegates from across the UK and speakers from global brands including Google, Microsoft, Vodafone and Telegraph Group.

Our investment in people, our commitment to innovation and our determination to lead rather than follow have all contributed to the decision

of brands including Oxfam, Human Appeal, Liverpool ONE, Truprint, Act-On, Flogas, Equality & Human Rights Commission, HomeLet and CV Library to join our client roster over the past twelve months.

In the pages that follow, a range of Click's senior executives and thought leaders will cover subjects including paid search, approaches to tracking, content marketing and outreach strategies, conversion rate optimisation and personalising the user experience.

Of those, the two big things I would personally urge any brand to act on this year are tracking and personalisation. Tracking may not be the 'sexiest' part of search marketing, but without it, you're effectively spending money in the dark. Likewise, brands that fail to leverage personalisation in their digital campaigns will continue to lose ground to those who do.

The pace of change in search shows no sign of slowing. My advice to brands is simple: it's time to get ahead of the curve.



Matt Bullas,
CEO and Founder,
Click Consult

ON THE RIGHT TRACK?

“WE NEED TO STOP THINKING ABOUT THE PERFECT TRACKING SOLUTION AND START IMPLEMENTING A BETTER TRACKING SOLUTION.”

It’s been ten years now since my first foray into search marketing and, throughout that time, the issue of tracking has often been highlighted as both the best and worst thing about the industry.

The ‘best’ because, in 2016, we have the ability to track a wealth of data that can be used to optimise current performance and inform future strategy. Accurate data, turned into actionable insights, continues to fuel increased digital spending, making digital many businesses’ main marketing channel for the first time.

The ‘worst’ because so many advertisers are still wasting money through poor tracking.

I find that many businesses still only use very basic online conversion tracking, typically AdWords Conversion Tracking with Google Analytics Goals or Analytics Ecommerce Tracking. While this is an improvement on what I used to find seven to ten years ago, when businesses would often be satisfied with visits and clicks, the improvement in technology - and therefore the potential to track and use campaign data - has seen a quantum leap in comparison.

Optimum tracking requires investment

We now have the ability to track so much more than ever before. Some marketers have a finely tuned attribution model based on average





customer lifetime values, calculated from a combination of offline and online data. This type of visibility takes investment not only in terms of technology, but also in resource and training; after all, your decisions are only as good as the data you are basing them on.

For example, an eCommerce business that takes orders over the phone is reliant on its call handlers to accurately input call data either via a CRM like Salesforce or through the phone handset using call tracking software like ResponseTap.

Stop thinking about the perfect solution

I believe it is this investment in time and resource that stops many businesses from improving their campaign tracking. There is a middle ground though. We need to stop thinking about the perfect tracking solution and start implementing a better tracking solution. Aiming to fully close the feedback loop across all sources is fine but you can start to improve your tracking today and work toward this ideal.

My advice would be to create a measurement plan covering every way a customer or prospect can get in touch with you, prioritise which of these are relevant KPIs for your campaigns then, based on these priorities, you can investigate either how to track or how to improve tracking of each metric. Keep in mind that the goal is to improve your campaigns, so you want to be tracking meaningful data that improves decision making.

Simple steps to improvement

If you don't have the time or money to collect and analyse 'Big Data' then there are several simple improvements you can make:

- **Track phone calls.** This can be done for free with AdWords Call Conversions which limits you to phone calls received from AdWords traffic. For a relatively low investment phone calls can be tracked at session level across all sources through other call tracking software. How much do you currently spend on display advertising or SEO without knowing how many, and what type of phone calls the traffic generates?
- **Feedback on the quality of calls or leads.** Many businesses can be put off by the large amount of admin and process involved in tracking enquiries through to conversion and beyond. While this is the ideal, it's much easier to provide basic feedback that can improve your campaigns today. For example, basic feedback such as a grading system or potential leads value can be valuable data for campaign managers.
- **Use AdWords Conversion Import.** Collect the "GCLID" from leads driven via AdWords, this can come through as a hidden field in an enquiry form and be easily imported into many CRM's. When your leads are given a grade or value, they can then easily be imported to AdWords to determine the keywords and ads that are driving your best leads and worst leads. Are those generic keywords used by people who

are going to buy? Are some ads just generating customer service enquiries?

- **Track offline conversion rates.** You may not have the technology to track each offline conversion back to its original source. However top line data about leads to conversion is still better than nothing. If your offline conversion rate and lead time is normally consistent, share it with your campaign managers and it may be possible to map improvements or reductions back to changes on campaigns.

Each of the above can be done with very little investment and if you have Google Tag Manager they can also be set up without technical assistance. I often find this data is being measured in some format within most businesses; we just need to share it with the right people. This often leads to improved communication and the break-up of silos which can bring many other benefits.

In conclusion

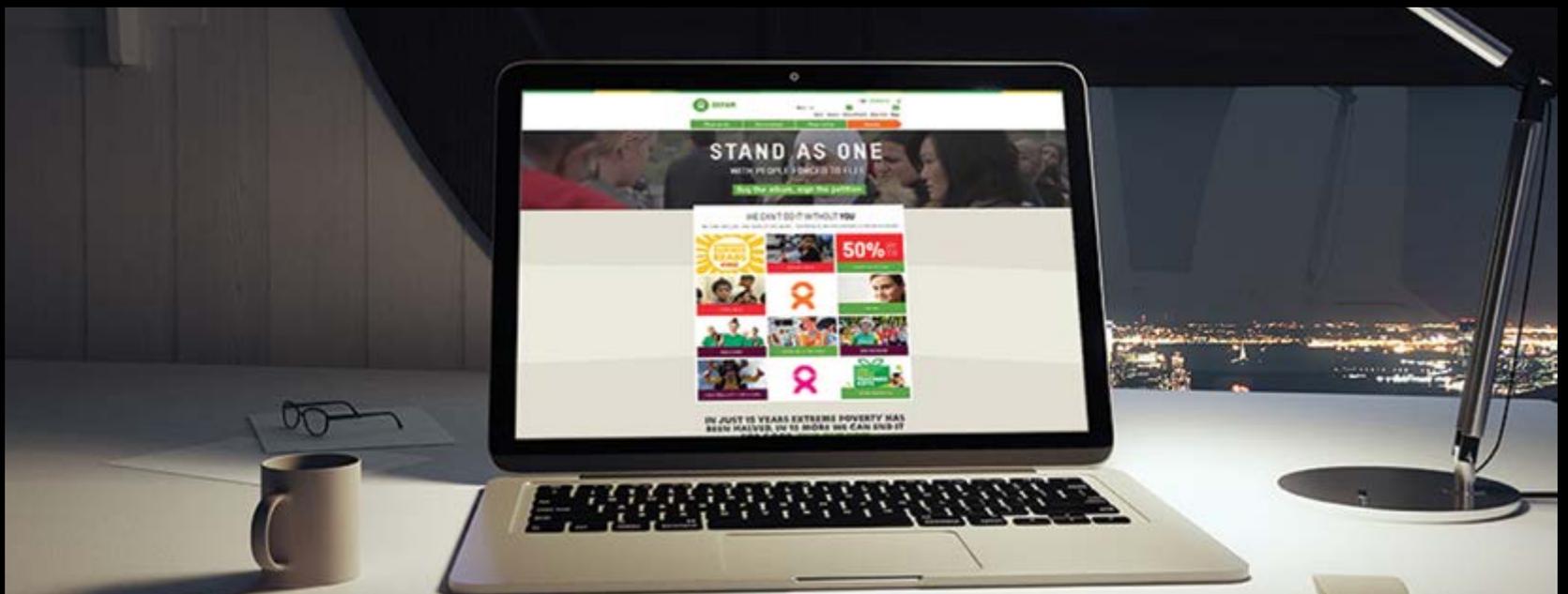
Improve your tracking today and start reaping the benefits – there is money to be saved and opportunities to exploit. This can pave the way to even better tracking and performance in the future.



Alan Reeves,
Director of Search

OXFAM- BLOGGERS AGAINST POVERTY

Click Consult's 'Bloggers Against Poverty' campaign, which picked up a Search Award from The Drum earlier this year, provided the worldwide charity brand with an impressive increase in organic visibility, as well as creating a community dedicated to spreading their message.



What we did

We created a suite of compelling, high quality and shareable multimedia content including factsheets, infographics and video, designed to engage bloggers across targeted demographics and increase awareness of Oxfam's brand and message. It was also important that these assets blended seamlessly with Oxfam's branding and were dynamic enough to be updated and repurposed as necessary.

Our outreach approach focused on building a blogger community who would get behind the campaign by featuring Oxfam's content and creating their own blog content to share with their readers, as well as through social amplification. A feeling of inclusivity was fostered among participants through direct and open communication, the provision of

unique assets, and the common goal of raising awareness of an important social message.

Results

Our campaign led to an increase to position two for key term 'charity gifts' as well as a number of other search terms. In addition, we achieved:

- 22.64% increase in sessions
- 27.10% increase in transactions
- 3.64% increase in eCommerce conversion rate
- 32.73% increase in revenue



TRUPRINT

Truprint specialises in online photo prints and personalised gifts operating B2C. The company wanted to develop their pay-per-click (PPC) advertising activity to improve revenue while bringing down spend, therefore improving ROI.

What we did

We focused on developing Truprint's existing Google Shopping Campaign as well as launching Bing Shopping and dynamic remarketing.

Our Premier Google Partner Status has allowed us to whitelist Truprint for a range of exclusive Google beta features that have had a significant impact and placed Truprint a step ahead of their competitors for when these features go live.

In addition, we supported Truprint's website relaunch in May 2016, ensuring feeds were fully prepared in advance of go-live and closely monitoring performance afterwards to minimise disruption and take advantage of any new opportunities presented. To further ensure Truprint got the best possible return for their budget, we used our proTRAX tool, part of a suite of software developed in-house by Click.

This technology allows us to distribute budget across campaigns and channels in the most efficient way.

Results

Overall PPC performance:

Gifts campaign:

- 355.35% increase in ROI
- 162.18% increase in conversion rate

Cards campaign

- 150.18% increase in revenue
- 101.74% increase in conversion rate

Non-brand

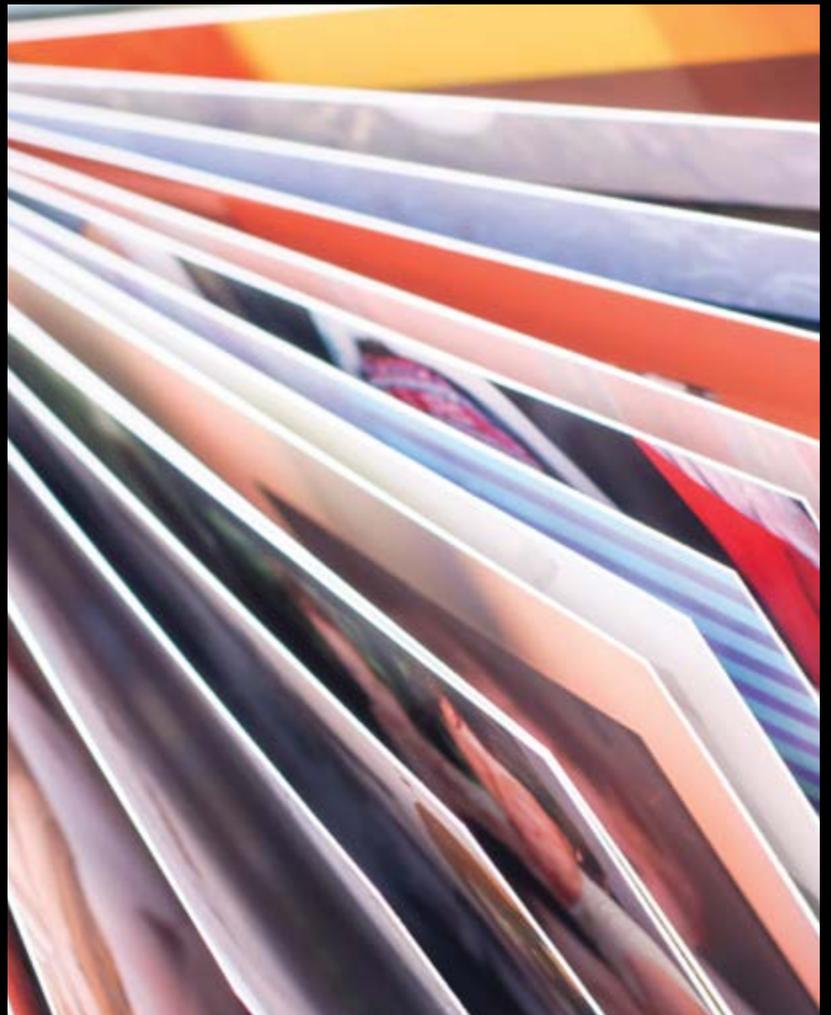
- 75.39% increase in ROI
- 105.82% increase in conversion rate

Our dynamic remarketing campaign has seen:

- CPA reduced from £81.08 to £33.83
- Assisted conversions up from 56 to 74
- Assisted conversion value up from £528.42 to £667.65

“GREAT AGENCY AT THE FOREFRONT OF SEARCH MARKETING. FANTASTIC ACCOUNT MANAGEMENT COUPLED WITH REAL EXPERTS WORKING ON YOUR CAMPAIGNS = A WINNING COMBINATION.”

-JULIETTE CRABTREE, TRUPRINT



PAID SEARCH. THIS TIME, IT'S PERSONAL

How paid search ad capabilities have evolved beyond the focus and relevancy of your keyword strategy, and into the realm of true personalisation using location customisation.

Paid search has always championed targeting and relevancy as core components of its offering. After all, targeting keywords based on a user's search terms can result in a highly focused and relevant ad, as you know what that person is interested in at that exact moment. Lately though, these two pillars have evolved into something different. It's no longer just keywords that narrow down which ad is used for each person.

Mobile specific ad copy was one of Google's first forays into directly allowing ads to be targeted by something other than just the search term being used. Not long after, this was followed by search remarketing (RLSA), giving advertisers the ability to tailor ads for previous site visitors. Even more than this, it allowed ads to be made more relevant based on exactly what parts of the site had been previously visited, and how long it had been since the last visit.

Getting to know you

The next expansion to this came with search remarketing audience lists extending to accept Google Analytics audiences. This hugely increased the capabilities beyond just audiences based on URLs visited and time since last visit, allowing for audiences crafted from any possible combination of Analytics segment.

If your business sold high end phones, then you could create an Analytics segment for visitors using mobile devices released more than two years ago and then use relevant ad copy such as "Don't you think it's about time you upgraded your phone?". While this is clearly quite powerful targeting, it has its limitations:

- It only works for returning (something inherent to search marketing);
- It isn't truly dynamic. Unless you manually create an audience list for each phone then you can't use ads such as 'Time to upgrade your Galaxy S4?';
- You start to run into data dilution issues both in terms of audience size in Analytics, and low search volume in AdWords.

As RLSA evolved, these limitations have become more prevalent, and so very advanced segmentation is normally just confined to bid optimisation strategies, such as setting negative bid adjustments for visitors returning on low converting screen resolution devices. The lack of a dynamic solution here is very restricting for the advanced ad copy strategies we crave.

So the closest we've got so far to tailoring ads by more than just keyword, without running into the above issues that cause you to split out campaigns and hence dilute your data, is mobile specific ad copy. Not too impressive seeing as it is just a binary choice, and so doesn't lend itself to advance targeting strategies. This was until October 2015 when Google launched what was one of the biggest game-changers that passed everyone by.

Location, location, location

Few noticed when Google introduced a location field to the ad customisers template within the Business Data section, and the majority of those that did failed to realise the importance. This allows you to dynamically adjust your ad copy based on a visitor's location. This is without having to split campaigns out by location. This is all done in one campaign. No low search volume issues. No data dilution.

So why is this so important? Because it is the first real step out of the domain of 'targeting' and 'relevancy'. This is the realm of personalisation.

Location may not sound like the most exciting personalisation variable to start with, but it is extremely powerful. For an eCommerce business, text such as 'Free Delivery to YOUR TOWN' immediately stands out against standard 'Free Delivery' messaging. For brick and mortar businesses, messaging such as 'Award Winning Agency Only XX Miles Away' is sure to catch the eye much more than a small location extension. The sheer presence of this personalisation is enough to get noticed, but you can get much more advanced than this. If you sell burglar alarms, then you will be able to get hold of publically available information such as number of burglaries and number of alarms you've already fitted per area. There's no reason you couldn't have highly personalised ads such as:

"With 15 burglaries in CH66 last year, join the 47 neighbours we've already help protect"

The introduction of expanded ad copy has left many questioning what to do with all the extra ad space. The answer for me is simple. Personalisation.

I hope this is just the start of things to come. An audience field in the ad customiser template would unlock huge opportunities. Even better would be if these lists were Analytics segments, which allowed for targeting new as well as returning visitors in these ways. The future of Paid Search is about to get personal.



Dave Karellen,
Head of Paid Search



fig 1.

STRATEGIC CONTENT

Personalisation needs purpose, passion and people at the core.

Content is no longer an isolated discipline but constructed and delivered within a strategy that demands personalisation and relevance. The initial understanding of who the intended audience is - their preferences, experiences and behaviours - is key.

Strategic content is structurally rich, reusable, and adaptable. It is highly crafted content that is created and delivered with the continued focus upon the end user. It can be relevant to multiple channels, adapting delivery to the needs of the platform, route and recipients.

Building a strategy that makes use of user experiences can only be achieved by understanding the intended recipient. Getting to know your audience, taking time to listen and to explore their perspective, enables the creation of content that is diverse but

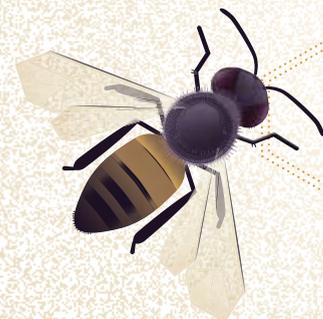
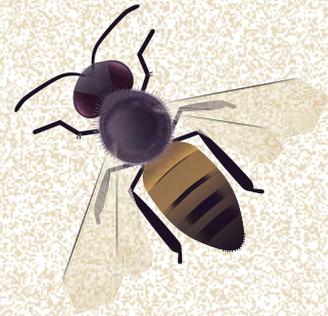
relevant. Developing real relationships with not only your customers, but key influencers from your intended recipient group is highly valuable. Natural engagement, interest and reaction are the goals. Delivering the right content to the right group, at the right time and in the right way results in sharing, discussion and engagement.

Local focus

Global and local personalisation have grown in importance, with the expectation that wherever in the world your target audience is, your strategy is talking directly to them in the same way that you would talk with a local audience. This is informed by awareness, respect and understanding of local culture and conventions. Here again, the strategy is key – brands should be looking to create different content for different users. Localising content globally is the challenge and the expectation. The world really is on

your doorstep. SEO and content have become integral concepts: one and the same. Understanding what your target audience will be searching for is part of the analysis of their behaviours, likes and dislikes. Optimising content and targeting placement enables the content to reach the desired audience efficiently. Searching within their interest parameters provides the opportunity to discover useful, meaningful content, from you, the thought leader.

Google values high quality content within its ranking algorithm, basing this in part upon the visitor's experience. Social sentiment, sharing and engagement with content also sends signals to search, which are often underestimated. Shouting into the crowd no longer has the same value as engagement and endorsement. Brands marketing themselves through digital channels take into consideration multiple pathways, each with its own constraints and opportunities.



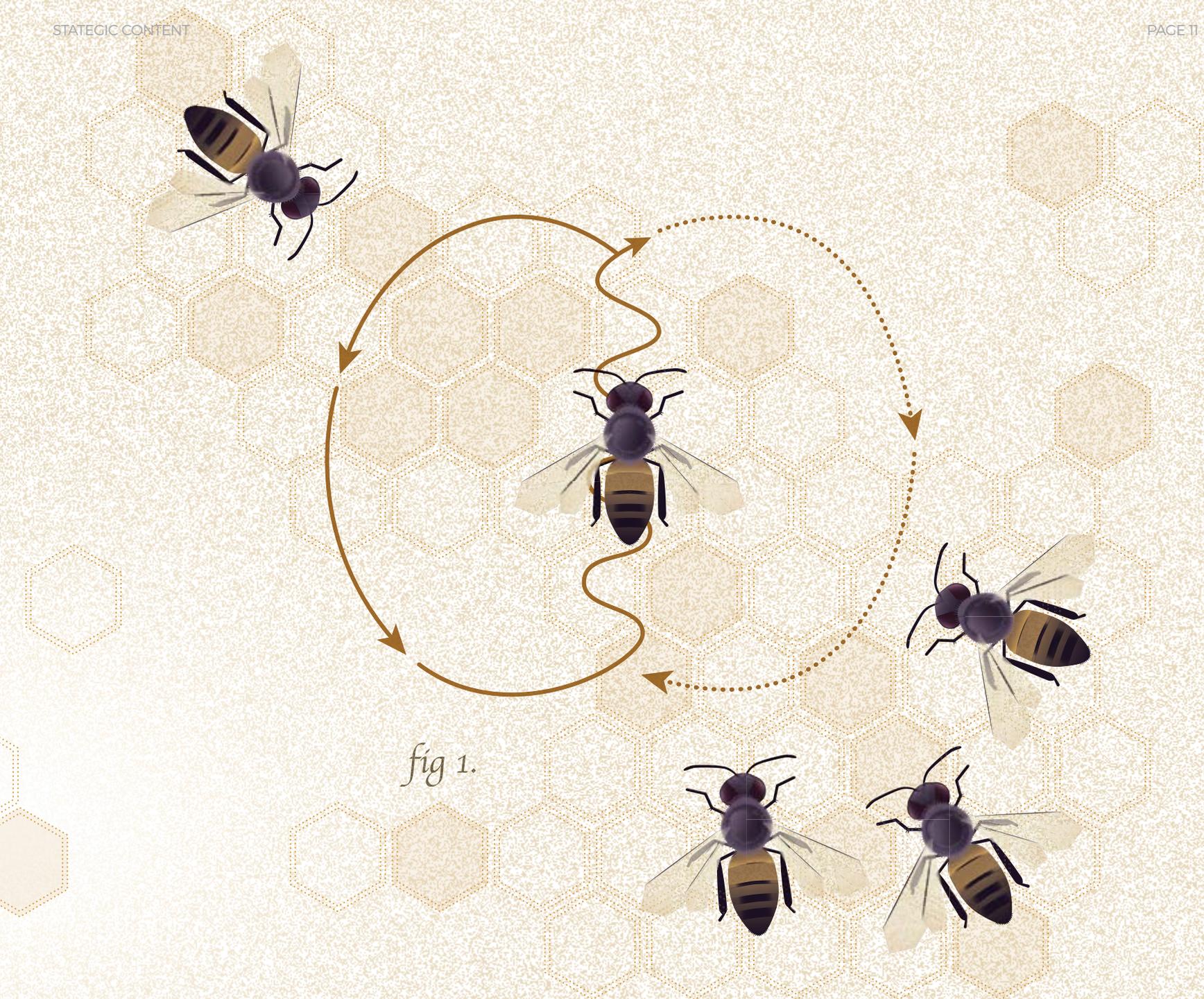


fig 1.

“CONTENT IS NO LONGER AN ISOLATED DISCIPLINE BUT CONSTRUCTED AND DELIVERED WITHIN A STRATEGY THAT DEMANDS PERSONALISATION AND RELEVANCE. THE INITIAL UNDERSTANDING OF WHO THE INTENDED AUDIENCE IS - THEIR PREFERENCES, EXPERIENCES AND BEHAVIOURS - IS KEY”

Diverse delivery

A modern content marketing campaign embraces the end user and retains this focus throughout. Relationships with key influencers, sites and blogs are developed. Research, including optimisation opportunities, then facilitates a true understanding of what this audience will respond to and enables content to be crafted appropriately. Channels of delivery are diverse, but unique for each campaign. Those selected and used for delivery again reflect the interest and behaviours of the audience.

The type of asset created for a campaign grows from the target recipient. Whether a visual asset such as an infographic is created or a video is produced or a feature article is written will

depend upon who the content is aimed at. Quality is key and both the visual and written content must reflect the localisation of the message. Consistency of this message enhances trust. When a campaign is launched, promotion of it simultaneously involves social amplification which if deployed strategically enhances search. Marketing campaigns in 2016 develop deeper communications through video and visual assets facilitating greater engagement and improved search opportunities. Long term resourceful content always focuses upon a deeper purpose. The asset or method of delivery chosen reflects the understanding that your audience is diverse. Some will engage with the written word, some with film or an image.

Content in all forms should build trust and loyalty. The content you create defines you as the expert and thought leader in your field. Drawing key influencers on board enables you to present the information you wish to place in an insightful, arresting and compelling manner. Content marketing campaigns that take us through into 2017 will continue to excite and inspire online users providing brands with ever increasing opportunities to engage and inform their audience.



Beth Rycroft,
Head of Campaigns and
Content Marketing.



fig 2.

PERSONALISATION IS THE NEW OPTIMISATION

Businesses can use personalised CRO to understand user behaviour, improve website performance and maximise the value of traffic. So why isn't everyone doing it?



fig 1.

S THE ON

performance and

It has been the year of the mobile for the past millennia, similarly content has been king since the Big Bang. The next big thing is now personalisation.

Just to be clear, personalisation is not a new concept. Most marketing departments have been personalising campaigns in one form or another for some time. This includes segmenting mail drops or even regional television and radio adverts. It is only in recent years that technology has really exploded with conversion rate optimisation (CRO) and online advertising to drive home personalisation.

CRO is practised to improve the value of traffic; whether that is more leads, more transactions, more users moving to the next stage of the funnel, or simply learnings. The end goal should always be to improve conversion rate, whatever that may mean to the business.

Historically for CRO, something such as personalising tests based on device was considered ground-breaking. This has now evolved to looking at what keyword the visitor used to click through to the website, location, source/medium, new vs returning user etc.

If you could improve conversion rate by learning what really makes your users tick, then it absolutely makes sense to. If you could improve your website to better match the needs of your users, then it absolutely makes sense to.

And then why not break it down further?

Breaking it down

For example, say you want to reward users that have signed up to your newsletter with a promotional offer. You email your newsletter with the promotion and provide a homepage link.

- To what extent does showing the offer code on the homepage, category page, and/or product/service page make a difference?
- Do you display it with a pop-up, a banner, or some other design to reward this particular segment?
- Does your offer create a drop in average order value, and how can you test ways of upselling to combat this?

With personalised CRO, not only can you use real data to answer these questions for this segment, the learnings you take from this test can be used to fuel further iterations and can be invaluable for future promotions.

Let's consider another example: your website gets 50 per cent of traffic from a referral and you notice there is a higher bounce rate than average with this traffic source. By personalising experiments to just this traffic source, you are able to test the following:

- Is there a discrepancy with how prices or offers are displayed on your landing pages compared to the source?
- Are your landing pages focused on price points but users from the source want quality and service?
- Does including a logo from the other website onto the landing pages help users to reaffirm they are continuing their journey?

It could be one, it could be all three, or it could be none. This type of personalisation drills down why and helps you understand your user behaviour further. There is no point continually pushing or directing users with A, when the users are more interested in B.

Once you understand this, you can break this down further. So what about users that have been on mobile vs. tablet vs. desktop from this referral?

The possibilities are endless.

Literally. Yes, this means you can theoretically keep improving your offering to more and more granular audiences. And yes, you can look at this data from any angle you want, and reapply different segments and filters on top of this over and over and over... until you eventually dilute this data and it becomes statistically insignificant (and meaningless).

A website like Amazon is fantastic for personalisation. It can greet you by your name with shopping trends, deals, recommendations, and recently viewed items based on your exact behaviour. That is not really necessary for a lot of eCommerce or lead generation websites. In fact, a lot of websites do not have enough traffic per segment to test ultra-personalisation. You just need to understand the segments that will make the most impact for you.

What works for one segment may not work as effectively for another. By using personalisation, and applying it to CRO, this will allow you to add a further layer of understanding of user behaviour and truly capitalise on it.

Personalisation can be daunting to a company that has not been focused on CRO or testing historically. Ultimately, if you cannot do anything with your findings, it is useless.

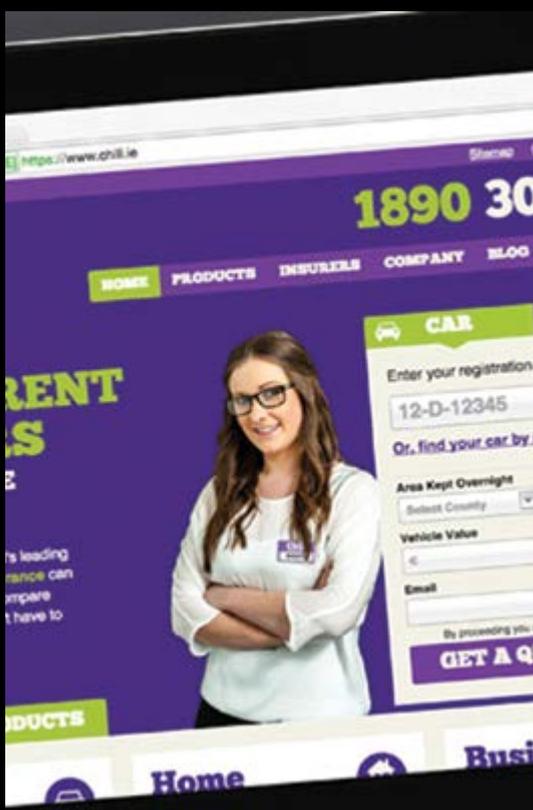
However, users no longer want to be painted with a broad brush. Users want to have a personalised offering without feeling like a target. So if you have the capabilities to improve your website performance, then why not?



Carmen Jones,
Senior Paid Search Executive

CHILL INSURANCE

Chill.ie is one of Ireland's leading online insurance brokers, with an ethos of providing the right policy at the right price. The company approached us with the aims of improving organic search visibility and increasing the quality of traffic to the site (ie, encouraging better-qualified leads).



“CLICK FROM THE INITIAL PITCH HAVE DELIVERED ON THEIR PROMISE OF DELIVERING DATA DRIVEN SOLUTIONS FOR PARTICULAR SEM PROBLEMS. I HAVE FOUND THEM BOTH KNOWLEDGEABLE AND EFFECTIVE IN DELIVERING RESULTS.”

-FERGAL LYNCH, CHILL INSURANCE

What we did

We decided that the best focus for the implementation of this strategy would be:

- Building upon existing web content to take advantage of long tail keyword opportunities
- Carrying out campaign outreach activities to develop awareness of the brand, earn new leads and enhance Chill's backlink profile.

To this end, we created enhanced web content to maximise the long tail keyword opportunities we had identified.

We have also achieved significant earned media placement among bloggers within a specifically targeted audience demographic, through a series of magazine-style eBooks that we researched, designed and created.

This campaign of targeted blogger engagement and social amplification succeeded through We precisely targeted bloggers with audiences relevant to Chill's demographic, identified themes in their sphere of interest, and invited their input into the content of the eBooks themselves.

Results

We achieved:

- 196% increase in conversions
- 131% increase in organic sessions

Keyword rankings (on Google.ie):

- 'car insurance' increased from position 13 to 1
- 'home insurance' - position 4 to 2
- 'business insurance' - position 6 to 1
- 'life insurance' - position 4 to 2
- 'mortgage protection insurance' - position 15 to 10



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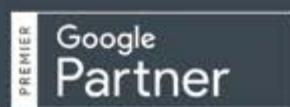
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